

AMENDMENTS TO THE CLAIMS:

The following listing of claims replaces all prior versions, and listings, of claims in the application.

1. (Currently Amended) A method of presenting an interactive digital video work used for marketing products or services to potential purchaser viewers that can customize the content presented after branching points to a particular viewer based upon the viewer's preferences, the method comprising the steps of:
 - (a) providing a plurality of potentially viewable scenes to deliver information content about products or services to a viewer;
 - (b) delivering some of the scenes to the viewer as the branching points at which alternative decisions are presented to the viewer that will determine the next scene sequence to be presented to the viewer;
 - (c) for each alternative decision at each branching point, having available to present to the viewer a scene sequence corresponding to the alternative decision;
 - (d) enabling the view to select one of the alternative decisions;
 - (e) in response to the viewer's selected one of the alternative decisions, presenting the scene sequence that corresponds to the selected decision
 - (f) tracking the viewer's cumulative selected decisions and imputing that particular viewer's preferences and interests based on the viewer's selected decisions;
 - (g) producing one or more sets of variation scenes that introduce the information content that address the different possible viewer preferences and interests, based on previous decisions selected from among the alternative decisions presented prior to

the scene sequence, each set of variation scenes being associated with a scene that is viewable after the branching points; and

- (h) when the viewer is brought to a scene sequence that contains one of the sets of variation scenes, interspersing into the scene sequence the variation scene corresponding to the viewer's imputed preferences and interests for such products or services, based on the viewer's selected one of the alternative decisions from among the alternative decisions presented prior to the scene sequence.

2. (Cancelled)

3. (Previously Amended) A method for presenting an interactive digital video work for marketing products or services to potential purchasers, wherein content of the interactive digital video work can be customized based upon each viewer's decisions, the method comprising the steps of:

- (a) providing a plurality of potentially viewable scenes to deliver to a viewer in a plurality of modules, each module containing potentially viewable scenes about a product or service;
- (b) in at least one of the modules, presenting to the viewer a set of alternative decisions, each alternative decision determining an order in which a subsequent module will be presented;
- (c) enabling the viewer to select one of the alternative decisions;
- (d) in each module that can be presented in a different order, providing neutral scenes in which the content is not dependant upon the order in which the module is viewed, and providing sets of alternative scenes in which the content is dependant upon the

- order in which the module is viewed;
- (e) prompting the viewer to select one of the alternative decisions that will determine the order of a subsequent module;
 - (f) presenting to the viewer neutral scenes interspersed with alternative scenes that correspond to the viewer's selected one of the alternative decisions and are appropriate to the relative order in which the subsequent module is presented.
4. (Previously Amended) A method as in claim 3, wherein the work is used for marketing goods or services to potential purchasers, the plurality of potentially viewable digital scenes conveying information about such goods or services; and the step of presenting to the viewer neutral scenes interspersed with alternative scenes that correspond to the viewer's selected one of the alternative decisions and are appropriate to the relative order in which the module is presented includes presenting alternate scenes to avoid repeating information already conveyed to the viewer in previous scenes.
5. (Previously Amended) A method for presenting an interactive digital video work for marketing products or services to potential purchasers, wherein content of the interactive digital video work can be customized based upon each viewer's decisions, the method comprising the steps of:
- (a) providing a plurality of potentially viewable scenes to deliver to a viewer in a plurality of modules, each module corresponding to a product or service, wherein the potentially viewable scenes of each such module provide information about attributes of the product or service;
 - (b) for attributes which are common to more than one product or service, producing

some of the potentially viewable scenes to provide comprehensive information about the attribute and alternative scenes to provide abbreviated information about the attribute;

- (c) delivering some of the potentially viewable scenes to the viewer as branching points at which alternative decisions are presented that will determine a scene sequence to be presented to the viewer;
 - (d) enabling the viewer to select one of the alternative decisions;
 - (e) prompting the viewer to select one of the alternative decisions; and
 - (f) in response to the viewer's selected one of the alternative decisions, presenting to the viewer, in each module that correspond to the selected alternative decision and that can be presented in a different order, the scenes providing comprehensive information for attributes not previously presented to the viewer in an earlier module and the alternative scenes providing abbreviated information for attributes previously presented to the viewer in an earlier module.
6. (Currently Amended) A method for presenting an interactive digital video work for marketing products or services to potential purchasers, wherein content of the interactive digital video work can be customized based upon each viewer's decisions, the method comprising the steps of:
- (a) providing a plurality of potentially viewable scenes to deliver to a viewer in a plurality of modules, each module corresponding to a product or service, wherein the potentially viewable scenes of each such module provide information about attributes of the product or service;

- b) in at least one module, providing basic scenes which provide information about an attribute that are presented to the viewer when the module is viewed, and providing a set of alternative scenes which are only presented to the viewer in response to an interactive request by the viewer for additional information;
- (c) presenting to the viewer, at branching points that follow a basic scene providing information about an attribute, alternative decisions enabling the viewer to request additional information about the attribute that determine the next scene sequence to be presented to the viewer;
- (d) enabling the viewer to select one of the alternative decisions;
- (e) prompting the viewer to select one of the alternative decisions; [[and]]
- (f) presenting to the viewer in response to the viewer's selected alternative decision the set of alternative scenes that correspond to the selected alternative decision,[[.]]
- (g) for attributes which are common to more than one product or service, recalling whether the viewer made an alternative decision regarding the same attribute in a earlier viewed module, and
- (h) if the viewer has made an alternative decision requesting additional information about the same attribute in a previously viewed module, not prompting the viewer to make the same decision in a later module.

7. (Cancelled)